



DATE: November 17, 1997

TO: Distribution

SUBJECT: PARLIAMENT LIGHTS KINGS BOX - Section 24 Performance Week Ending 11/1/97

Attached are the weekly flash reports for the Parliament Lights Kings Box expansion in Section 24 for the week ending 11/1/97. Please note that this is the final flash report relating to this expansion. Key findings are summarized below.

Share

During the week ending 11/1/97, share for Parliament Lights KSB was unchanged at .33%, which is well below the 0.5% share goal set for AOC in Section 24. Share for the packing was also relatively stable in both C-stores and supermarkets. However, total Parliament did show modest declines based on decreases in C-stores (- .14).

Shares in stores stocking KSB were also relatively stable across trade classes for the week ending 11/1/97.

Shares of OPB's were also relatively unchanged (- .05) in AOC, as declines in C-stores (- .13) were nearly offset by increases in supermarkets (+ .09) this period.

Distribution

Distribution of the KSB packing was relatively unchanged in both supermarkets and C-stores, with distribution remaining in approximately seven in ten supermarkets (69%) and six in ten C-stores (60%).

Causal

While overall causality did increase in both C-stores (+ 5.0) and supermarkets (+ 1.7), it remained limited in both trade classes (11.9% and 10.5%, respectively) during the week ending 11/1/97. Of interest, the increase in overall causality seen in C-stores was primarily driven by the June B1G1F offer (+ 2.5).

Pricing

The pack price gap between Parliament KSB and OPB's remained at only 3¢ in C-stores during the week ending 11/1/97. In supermarkets, the price per pack remained at parity during this period.

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Distribution:

NYO

M. Anton
J. Bonhomme
S. Fuller
A. Goldfarb
B. Iler
L. Johnson
S. LeVan
C. Levy
J. Mortensen
P. Nebosky
B. Neidle
A. Sinha
L. Steen
S. Subramanian
M. Waldman
B. Weinstein
R. Whalen

Florida

S. Caldwell (Heathrow 407-333-1613)
A.B. Campbell (Pensacola 904-479-3268)
W. Cashion (Heathrow 407-333-1613)
J. Clary
P. Egan (Tampa 813-621-2231)
J. Margolis (Deerfield Beach 954-698-0074)
F. Messenger (Heathrow 407-333-1613)
G. Wren (Jacksonville 904-737-5065)

Y & R (212-210-5460)

B. Hartnett
K. McCloskey
L. Schwed

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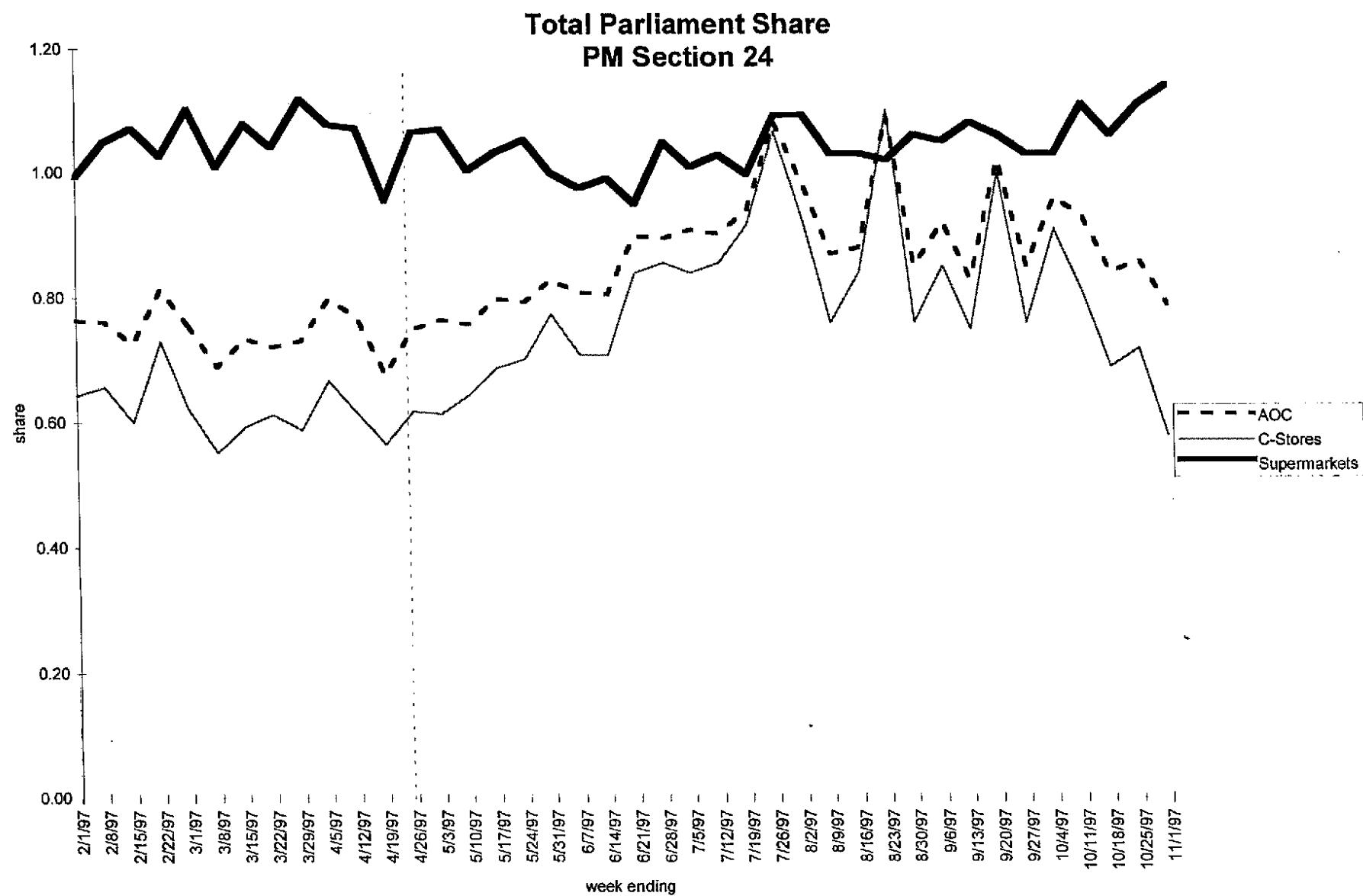
PARLIAMENT LIGHTS KING SIZE BOX FLASH REPORT PM SECTION 24											Week Ending 11/1/97			
	AOC*				Supermarkets				C-Stores					
	Wk Ending 11/1/97	Diff. vs. Week Ago	Diff. vs. 4/26/97	Cum Since 5/3/97	Wk Ending 11/1/97	Diff. vs. Week Ago	Diff. vs. 4/26/97	Cum Since 5/3/97	Wk Ending 11/1/97	Diff. vs. Week Ago	Diff. vs. 4/26/97	Cum Since 5/3/97		
Share														
<i>Total Parliament</i>	0.79	-0.07	0.03	0.89	1.14	0.03	0.08	1.04	0.58	-0.14	-0.04	0.8		
Kings Box	0.33	0	0.12	0.43	0.39	-0.02	0.05	0.36	0.26	-0.04	0.13	0.44		
Kings Soft	0.16	-0.02	-0.03	0.15	0.20	0.02	0.01	0.17	0.13	-0.04	-0.08	0.14		
100's	0.3	-0.05	-0.06	0.31	0.55	0.04	0.02	0.51	0.2	-0.05	-0.08	0.22		
Share In Stores Stocking														
<i>Total Parliament</i>	1.02	-0.08	0.07	1.07	1.2	0.04	0.07	1.11	0.83	-0.17	0.01	0.98		
Kings Box	0.64	0	0	0.73	0.59	-0.04	0.02	0.55	0.6	-0.03	0.02	0.76		
Kings Soft	0.35	-0.03	0.02	0.32	0.32	0.03	0.02	0.28	0.36	-0.06	0	0.37		
100's	0.47	-0.04	-0.04	0.46	0.82	0.05	0.03	0.58	0.38	-0.04	-0.08	0.38		
Other OPB Share														
<i>Total</i>	9.01	-0.05	-0.32	9.08	12.72	0.09	0.53	12.24	7.25	-0.13	-0.61	7.64		
Merit	2.06	0.01	-0.22	2.08	2.75	-0.02	0.06	2.63	1.71	-0.09	-0.35	1.87		
Virginia Slims	3.08	0.03	-0.15	3.12	4.4	0.04	0.28	4.13	2.57	0.12	-0.16	2.68		
Benson & Hedges	3.87	-0.09	0.04	3.88	5.57	0.07	0.19	5.48	2.97	-0.16	-0.1	3.09		
Key Competitive Brand's Share														
Marlboro	35.42	0.2	-0.57	36	30.34	0.16	-1.02	30.53	36.39	-0.28	-0.62	37.31		
Camel	3.88	-0.35	-0.17	4.22	2.33	-0.13	-0.04	2.44	4.62	-0.45	-0.24	5.02		
Winston	5.81	0.03	0.26	5.94	6.59	0.27	0.01	6.69	5.65	0.12	0.41	5.74		
Newport	5.6	0.47	0.7	5.03	3.93	0.08	0.17	4.04	6.39	0.65	0.93	5.5		
Lucky Strike	0.19	0	-0.01	0.18	0.25	-0.01	0.02	0.25	0.18	0.02	0.01	0.16		
Total Discount	25.85	-0.19	0.3	25.32	20.59	-0.72	0.21	21.14	27.78	0.4	0.23	26.75		
Distribution														
<i>Total Parliament</i>	NA		NA	94	0	2	94	84	0	8	90			
Kings Box	NA		NA	69	1	8	70	60	0	19	74			
Kings Soft	NA		NA	61	2	0	61	50	2	-9	62			
100's	NA		NA	87	0	-1	87	65	-1	8	77			
% Causal - Kings Box														
Total	NA		NA	10.50	1.67	NA	NA	11.86	5.03	NA	NA	NA		
B1G1F w/Hologram pack	NA		NA	1.22	-1.45	NA	NA	5.22	2.52	NA	NA	NA		
\$.50 off 2-pack	NA		NA	4.57	-0.49	NA	NA	2.61	-0.09	NA	NA	NA		
Price Gap vs Selected OPB - Pack														
<i>Total Parliament</i>	NA		NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA	NA		
Kings Box	NA		NA	\$ -	NA	NA	NA	\$ 0.03	NA	NA	NA	NA		
Kings Soft	NA		NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA	NA		
100's	NA		NA	\$ -	NA	NA	NA	\$ -	NA	NA	NA	NA		
Price Gap vs Selected OPB - Carton														
<i>Total Parliament</i>	NA		NA	\$ -	NA	NA	NA	NA	NA	NA	NA	NA		
Kings Box	NA		NA	\$ -	NA	NA	NA	NA	NA	NA	NA	NA		
Kings Soft	NA		NA	\$ -	NA	NA	NA	NA	NA	NA	NA	NA		
100's	NA		NA	\$ -	NA	NA	NA	NA	NA	NA	NA	NA		

Source: Nielsen Projected Store Level Data

*AOC includes Supermarkets, Convenience Stores, Drug Stores, and Mass Merchandisers. The latter two are not shown due to small base sample

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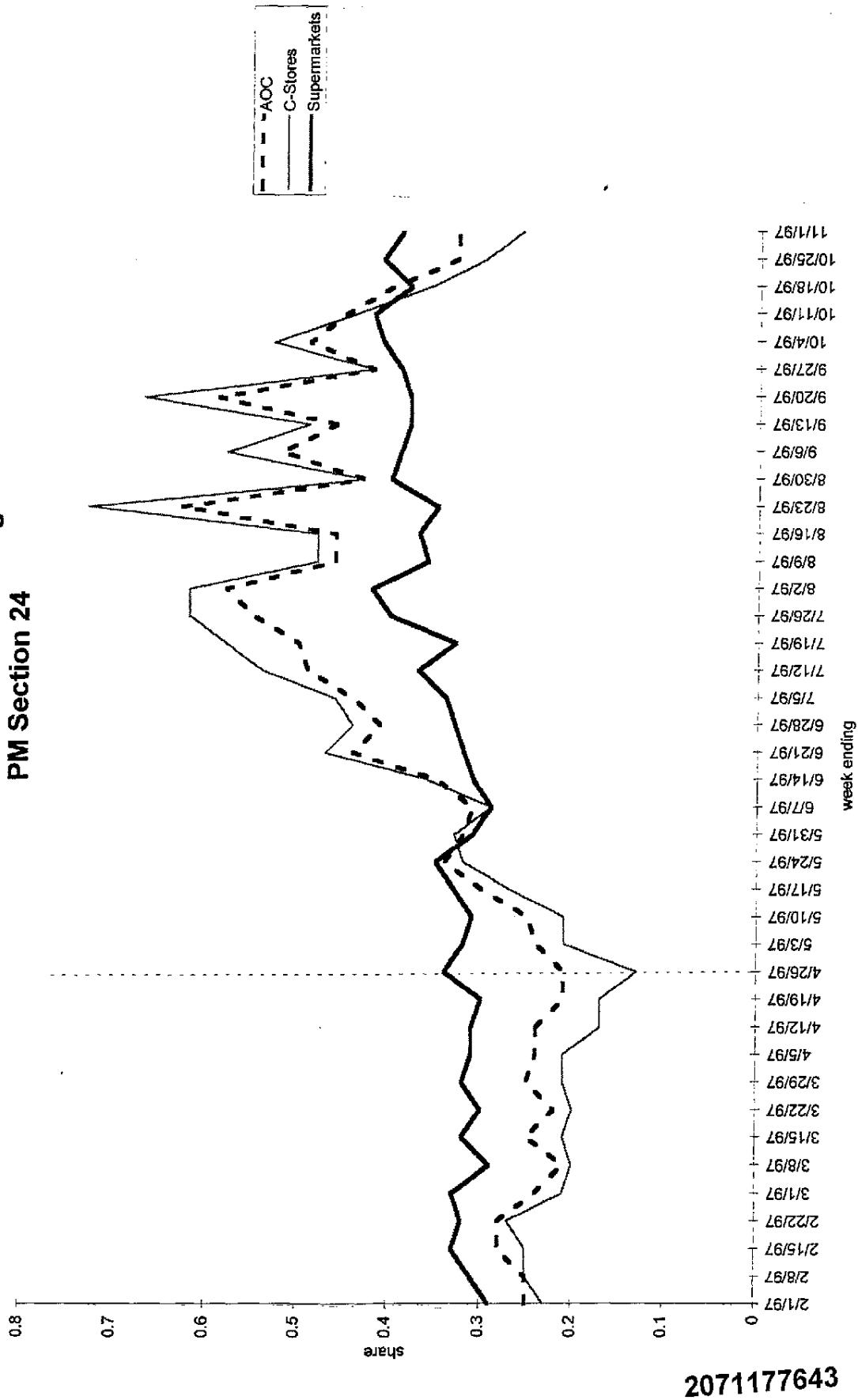
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Source: Nielsen Projected Store Level Data

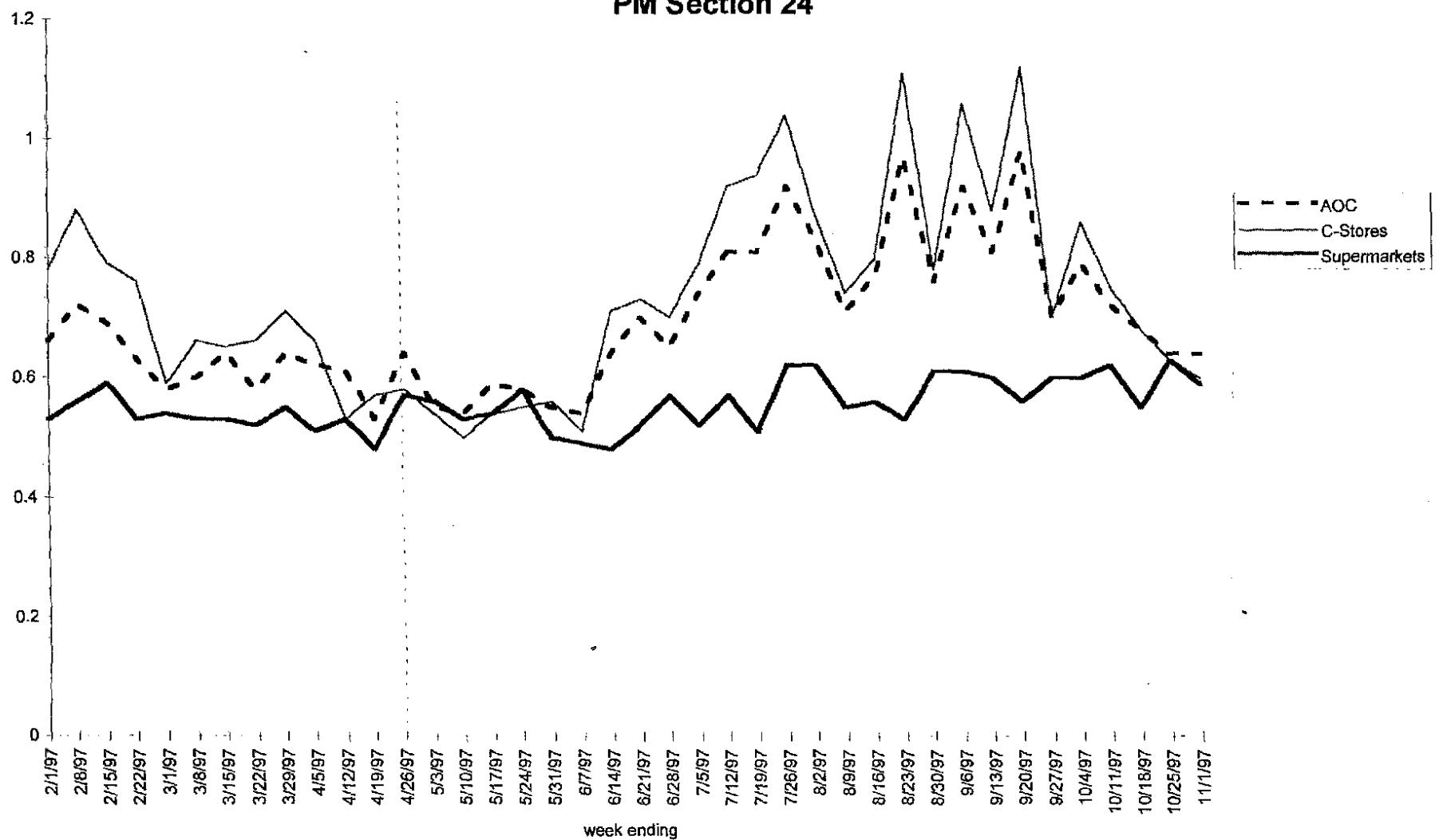
Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

Total Share Parliament Lts Kings Box
PM Section 24



Source: Nielsen Projected Store Level Data
Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

Parliament Lts Kings Box Share in Stores Stocking PM Section 24

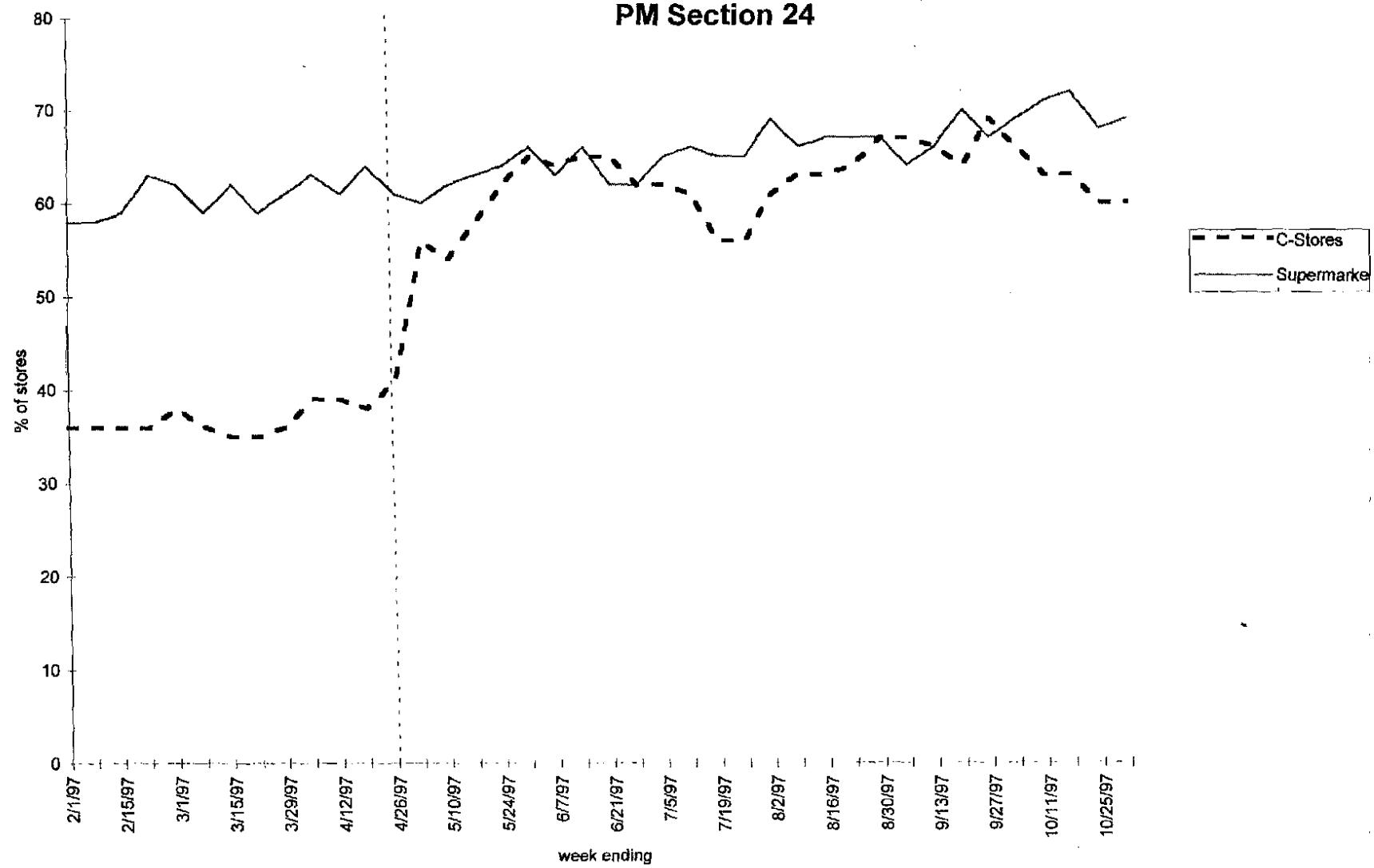


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Source: Nielsen Projected Store Level Data

Note: AOC includes Supermarkets, C-Stores, Drug Stores, and Mass Merchandisers; the latter two are not shown due to small base sizes

Parliament Lts Kings Box Distribution PM Section 24



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Source: Nielsen Projected Store Level Data

Source: Nielsen Projected Store Level Data

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**Parliament Lts Kings Box % Causal
PM Section 24**

